

Consumer Foodservice in Asia Pacific

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Abstracts

Consumer foodservice sales returned to positive growth in Asia Pacific in 2023, following the decline caused by the resurgence of COVID-19 in China in 2022. While Starbucks continues to grow in China, it is facing competition from local coffee shop chain Luckin, with MXBC also continuing to expand its bubble tea stall network in this country. Eat-in still dominates sales in the region, but delivery received strong impetus during the pandemic, and will continue gaining share in the coming years.

Euromonitor International's Consumer Foodservice in Asia Pacific global briefing offers an insight into to the size and shape of the Consumer Foodservice market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading operators and brands, offers strategic analysis of key factors influencing the operating environment - be they economic/lifestyle influences, new foodservice concepts, outlet locations, menu innovation or format development. The entire industry is considered, including both chained and independent operators. Forecasts illustrate how the market is set to change and what is the criteria for success.

Product coverage: Consumer Foodservice by Fulfillment, Consumer Foodservice by Location, Consumer Foodservice by Ordering Platform, Consumer Foodservice by Type.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Foodservice market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Introduction

Regional overview

Leading companies and brands

Forecast projections

Country snapshots

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